

Cases – Projects assisted by Avantgarde GmbH with companies from Finland



Project Descriptions

LUMON Oy – www.lumon.com



Balcony glass and terrasse glass walls

Market entry project Austria and dealer identification projects in Austria, Germany and Switzerland

Identification of potential local dealers & classification & active participation in dealer acquisition (in Austria). In total 10 projects (2 Austria, 4 Switzerland and 4 Germany).

Benefit for Lumon Oy (Project duration: 2017 - 2020)

LUMON dedicated own resources only „when matter was already hot“. LUMON managers met only with those on the “short list” – meaning with the **suitable & motivated**.

PulseOn Oy - www.pulseOn.com



Tools for doctors - Groundbreaking arrhythmia detection solution

Distributor identification Germany, Austria & Switzerland

The newly developed device was finally ready to be sold in D.A.CH markets. A compact system, a bit looking like a wristwatch detects symptomatic arrhythmias – provides instant ECG and long-time monitoring. According to a company profile we set up a “long list” of candidates – informed them – checked out those interested and presented some candidates to PulseOn for distributor contract negotiations.

Benefits of PulseOn Oy:

PulseOn only put resources into the project when the possible result was already visible.

HesPro Foods Oy - www.hesprofoods.fi



Vegan meat products

Market entry project Austria

Preparation of market entry: Translation & production of marketing material in German language. Definition & identification of target customers (catering companies) for vegan meat products. Adaption of recipes to Austrian taste by Austrian "Chef de cuisine". Setting-up a frozen product logistic system. Organisation of test cooking/degustation events.

Benefit for HesPro Foods

Adaption of proposed recipes to central European taste. Direct and comprehensive feedback and contact with the most potential customers. With the experience gathered in Austria market entry projects in Germany and Switzerland will be faster and easier.

Medanets Oy - <https://medanets.com/>



Mobile App for nursing

Preparation of Market Entry in Austria

Identification of stakeholders on Austrian market (9 state + 1 private medical care holdings, software and IT companies serving the sector as potential sales and service partners, competitors, existing systems, market data, actual project. All this information formed the "Pre-Market-Entry Study Austria". Further we contacted all stakeholders with the offer to receive more comprehensive information about Medanets Oy and its product. Organisation of Teleconferences.

Benefit for Medanets

Receiving first-hand and relevant market information and knowledge about key stakeholders, potential buyers and potential sales and services partners without dedicating valuable company resources at this stage of the project.

Rautaruukki Corporation – Ruukki Roofing - www.ruukki.com



Roofing systems made of steel

Dealer identification project Austria

Identification of suitable and motivated distribution partners. Project was based on clear requirement profile for distribution partners (size, range of competing products, area covered, etc.). According to this profile and comprehensive internet- and telephone investigation a long-list with potential partners was established.

Composition of a info-package, translation into german language. 3-stage communication process in order to compile „short-list“ with those to be visited by area manager.

Benefit for Ruukki

Efficient and cost effective way to close gaps in dealer network in Austria. Ruukki representative started negotiations with clear picture of territory covered, sales forces available, potential.

V.A.V. Group Oy



Quality profiles for rail-, shipbuilding & heavy machinery

Market entry projects in Rail & Shipbuilding markets in Austria, Germany, Switzerland, Poland, Czech Republic

Exactly to customers need the sealings are developed and produced. Our task was to identify potential buyers, generate inquiries and prepare business meetings in the target territories.

Benefit for V.A.V. Group Oy

Low cost of customer identification and inquiry generation. Efficient organisation of visiting tours. Specialists were picked up at the airport and were sitting an hour later in the first meeting.

Vapo Oy – Natural fibers division - www.vapo.com



Natural fibers made of peat

Pre-market-entry survey Austria – Introduction of company & product to key stakeholders

Identification of key stakeholders and key potential buyers in Austrian for natural fibres replacing other materials in certain industrial applications.

Introduction of product and business model to stakeholders. Preparation of fact finding trip of Vapo managers to Austria.

Benefit for Vapo Oy

Getting a clear and comprehensive picture about key stakeholders (influencers, scientific organisations and even potential buyers) without travelling and spending time and effort in Austria.

Personal meetings could be prepared individually and already focused to the needs and interest of the visited. That is **business efficiency** – with a **very reasonable project budget**.

Okun Hammaspyörä Oy - <http://www.nsgroup.fi/>



Metal machining parts

Market entry project Austria – potential buyer identification

Definition of highly focused target segment (light crane producers, forest machinery producers) and formulation of strong sales message offering outsourcing of a key component. This required a careful step-by-step process building up interest and the necessary trust to consider an outsourcing project.

Benefit for Okun Hammaspyörä Oy

After having commissioned the project Okun only waited for classification of targeted companies (interested and willing to proceed/open/not interested) and project inquiries. And inquiries were achieved in many, covering large volume.

Premekon Oy - www.premekon.fi



Walkways and service platforms for industrial plants and large scale machinery

Customer and project identification project – long term – running now 2 years in D.A.CH region (Germany, Austria, Switzerland)

We identify for Premekon Oy in a constant process sales leads from international industrial plant contractors in process industries like chemicals, oil, paper. Further energy producers and providers of other large scale industrial metal structures. For this purpose we maintain a marketing and information system in order to provide the potential customers with regular product information and reference project reports. Further potential customers may contact a german speaking organisation/person with questions and inquiries. This facilitates to reduce “psychological physical distance” between the target companies and Premekon Oy.

Benefit for Premekon Oy

No need to dedicate resources. Premekon receives regularly qualified inquiries and starts activities only on checked and proven project activities.

Konecranes Oy - www.konecranes.com

KONECRANES

Producer of crane and material handling systems

Identification of sales and service partner for the product line "Agilon"

"Agilon" is a modular part handling systems which automatise warehousing and stock withdrawal processes. For Austria a sales and service partner was required and our task was to identify one or more candidates according to a detailed profile of the company.

Benefits of Konecranes:

Only on presentation of the "short list" management got involved in checking out the candidates and selecting one.

RMV-Tech Oy - www.rmv-tech.com



Powerful microturbines producing heat/electricity out of biogas

Customer identification in D.A.CH. countries

As 1st phase of market entry in D.A.CH countries RMV-Tech turbines were offered for landfills to produce electricity from landfill gas. Project is still ongoing.

Benefits for RMV-Tech:

As a small start up with limited resources RMV-Tech benefits from having a person in the target markets, investigating the market, looking out for projects and acting as local rep-office.

PROFILE VEHICLES Oy - www.profilvehicles.com

PROFILE //
The Original

Producer of ambulance vehicles

Market entry project Austria

Market entry project Austria – Identification of suitable and motivated distributions partners. Project consisting of

- + Market research
- identification all buyers of ambulances in Austria (highly decentralised system, government and private)
- buying procedures applied (tendering systems on federal, state and municipality level)
- purchase volumes p.a. and time of next procurement
- responsible persons involved in the procurement process and their personal contact data

- + Long List of potential sales partner and Long List of potential service partners
- + Preparation of roadshow with product demonstrations all over Austria

Benefit for Profile Vehicles Oy

Fast, efficient successful and cost/time effective market entry with sales achieved already in the initial phase. This could be achieved through early identification of promising and receptive market segments not dominated and protected by strong local players and their networks.

Helsinki Mills Oy - www.helsinkimills.fi

HELSINKI MILLS
- Since 1934 -

Gluten free and organic oat products

Market entry Austria – Listing with food retail chains or wholesalers serving this segment

Despite high concentration in Austrian food retail market and strong competing products already in the shelves the high attractiveness of austrian market in terms of eating habits, high awareness for healthy and organic food and far above average purchasing power auf austrian consumers Helsinki Mills started a listing project through Avantgarde GmbH.

Responsible Category Managers and Buyers were identified, sales message formulated and according to carefully developed plan with the aim being invited for providing samples and submitting a quote for at least a campaign, or better, for a permanent listing.

Benefit for Helsinki Mills Oy

As the retailers were contacted in the name and on behalf of Helsinki Mills by a local representative, retailers got impression of a well planned, long term and well founded activity by a strong supplier willing to dedicate resources to Austrian market. Fast and personal delivery of samples and direct face-to-face contact with the interested companies resulted in good level of interest. Project is still ongoing.

Gredon Investment Oy/Dammenberg chocolate factory - www.dammenberg.fi



Allergy free chocolate products

Market entry Austria

Dammenberg chocolate factory has a world leading knowledge in allergy free chocolate products and a wide range of chocolates serving different needs and tastes of target customers. Market entry was focused to smaller and specialist chocolate wholesalers and retailers able to serve a highly specialised market segment.

Benefit for Gredon Investment Oy/Dammenberg chocolate factory

Fast listing of promising targets. Immediate market presence through a representative able to provide information, samples and proposals how to proceed with business. Such a highly personalized approach in a small niche market in a distant country is not easy to achieve and normally only possible through expensive participation in fairs or business trips.

Suomisen Maito Oy - www.jymy.fi - www.jymy.fi



Organic ice cream

Pre-market-entry investigation – identification of decision makers for retail listing

Market investigation focusing on the big 2 in Austrian food retail. Identification of decision makers.

Benefit for Suomisen Maito Oy

Fast & cost efficient research and ground-preparing for sales approach.

Roberts Berrie - <https://robertsberrie.com/de>



Northern Berries

Seeking listings with Austrian food retail and/or wholesale

Project did not result in a listing but produced deep insight into Austrian retail market and preferences of trade partners who seemed not being ready yet to accept Roberts Berries sophisticated business model.

Leimet Oy - www.leimet.fi



Point and joint components for concrete piles

Pre-market-studies for Austria and Switzerland

Investigation whether a certain piling technology is used in Austria and Switzerland in order to decide for a market entry project.

Benefit for Leimet Oy

Avantgarde found out fast, reliable and at low cost that both countries do definitely not form a market for Leimet's products as in both countries alternative technologies are used in foundation with piles. This saved time and money for costly fact finding activities like fairs, business travel, etc.

Itula Oy - www.itula.fi



Low temperature heating and cooling panels

Pre-market entry study Austria

Comprehensive pre-market-entry study + introduction programme featuring

- use of cooling/heating panel systems on Austrian market (systems, brands, technologies applied, distribution)
- overview over large „green construction projects“ with up-to-date energy saving technologies applied with all relevant stakeholders in the project (planners, investors, general contractors, HVAC-contractors, cooling/heating technologies used)
- Composing and remitting information packages to architects, general contractors, HVAC contractor and large HVAC dealers with product information.
- Telephone follow-up of information packages sent with structured brief interview covering the area of low energy heating/cooling systems based on panels.

Benefit for Itula Oy

- Low cost screening market – key players - projects - competitors – technical solutions applied
- Collecting and interpretation of initial feedback from the market and market stakeholders for strategy formulation

Forest of Lapland / Davvi Biocosmetics - <http://davvibiocosmetics.com/de>



Natural cosmetics

Market entry Austria – Identification of potential Importers + Identification of local B2C outlets/cosmetic studios

- Long list with potential importers/general distributors (natural cosmetics shops/outlets and/or cosmetic studios. Selection based on the products sold at the moment. Forest of Lapland products should fit into the profile.
- Composition and production of communication package & distribution of the message by ground mail + e-mail + telephone follow up results in a short + list of those interested and suitable

Benefit for Forest of Lapland / Davvi Biocosmetics

Project results did not match with expectations. Only one studio was motivated to start but direct shipments without support from a general importer seemed too risky. But with the insights and learnings gathered during the project Forest of Lapland decided to develop a new strategy for foreign market entry.

Pre-market entry studies

Provide fast overview – clear evaluation of potential – and already direct access to key stakeholders in the market.

Repolar Oy – www.repolar.com



Pharmaceuticals

Pre-market entry study Austria

Pelloplast Oy - <https://pelloplast.fi>



Adhesive films for protection purpose

Buyer identification in Czech Republic

Biosafe - Biological Safety Solutions Oy Ltd – www.biosafe.fi



Safety applications in biotechnology

Pre-market entry study Austria

Wall + Wall plus - <http://www.wallplus.fi>



Design wall panels

Pre-market entry study Austria

Plastihill Oy - www.plastihill.fi - <https://kupilka.fi/>

Natural fibre composites material – dishware and outdoor gear

Pre-market entry study Austria

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